



WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Contract

330476

Schedule Dates 10/02/12-10/08/12
Advertiser Pol/Iss/American Crossroads (13324)
Agency Crossroads Media (1218)
Product Political - Issue (1068)
Brand 953/AMERICAN CROSSROADS (136645)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name MARONEY,STEPHANIE
Phone/Fax /
CPE 11/27/953
Account Types National/Political
Billing Type Standard
Comments AMERICAN CROSSROADS
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

10/02/12-10/08/12

Pol/Iss/American Crossroads (13324)
Crossroads Media (1218)
Political - Issue (1068)
953/AMERICAN CROSSROADS (136645)
Telerep/Philadelphia, Philadelphia (1057)
Telerep/Philadelphia
MARONEY,STEPHANIE
/

Date Entered 09/07/12
Last Modified 09/07/12
Entered By Jill Hipskind
CO-OP No
Headline # 06307170
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,440.00
Net Total \$42,160.00
Sales Tax

Charlotte (WSOC)

By Broadcast Month
Oct. 2012 13
Grand Total: \$49,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/05/12-10/05/12	2	:30	7A- 9A (EST)						1			1	\$2,200.00	\$2,200.00	Charlotte (WSOC)	GD MRN AMR-ABC	9/7/12
2.0	Normal Line / Spot	10/08/12-10/08/12	2	:30	10P- 11P (EST)		1							1	\$6,600.00	\$6,600.00	Charlotte (WSOC)	CASTLE EFF-FALL'12	9/7/12
3.0	Normal Line / Spot	10/08/12-10/08/12	2	:30	7A- 9A (EST)		1							1	\$2,200.00	\$2,200.00	Charlotte (WSOC)	GD MRN AMR-ABC	9/7/12
4.0	Normal Line / Spot	10/06/12-10/06/12	4	:30	12P- 3:30P (EST)							2		2	\$3,000.00	\$6,000.00	Charlotte (WSOC)	COLLEGE FOOTBALL	9/7/12
5.0	Normal Line / Spot	10/06/12-10/06/12	3	:30	3:30P- 7P (EST)							2		2	\$4,000.00	\$8,000.00	Charlotte (WSOC)	ABC CLG FTBL L<	9/7/12
6.0	Normal Line / Spot	10/06/12-10/06/12	2	:30	8P- 11:30P (EST)							2		2	\$4,500.00	\$9,000.00	Charlotte (WSOC)	SAT NT FTB-ABC<	9/7/12
7.0	Normal Line / Spot	10/04/12-10/04/12	2	:30	7A- 9A (EST)				1					1	\$2,200.00	\$2,200.00	Charlotte (WSOC)	GD MRN AMR-ABC	9/7/12
8.0	Normal Line / Spot	10/02/12-10/02/12	2	:30	10P- 11P (EST)		1							1	\$9,000.00	\$9,000.00	Charlotte (WSOC)	PRIVATE PRACTICEFF-FALL'12	9/7/12
9.0	Normal Line / Spot	10/02/12-10/02/12	2	:30	7A- 9A (EST)		1							1	\$2,200.00	\$2,200.00	Charlotte (WSOC)	GD MRN AMR-ABC	9/7/12
10.0	Normal Line / Spot	10/03/12-10/03/12	2	:30	7A- 9A (EST)			1						1	\$2,200.00	\$2,200.00	Charlotte (WSOC)	GD MRN AMR-ABC	9/7/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

REP HEADLINE# 63071170 *** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100 FAX# 610-225-1124

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET HARRIS REPORT FROM REP

SEP6/12 19.19 *** WSOC-TV ***

:LINE#:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL: SPTS:
3		700A-900A	30		\$2,200.00	10/8	10/8	1	2	MON	1
PROGRAM : GD MRN AMR-ABC											
CON COM1: GD MRN AMR-ABC											
4		1200N-330P	30		\$3,000.00	10/6	10/6	2	4	SAT	2
PROGRAM : COLLEGE FOOTBALL											
CON COM1: COLLEGE FOOTBALL											
5		330P-700P	30		\$4,000.00	10/6	10/6	2	3	SAT	2
PROGRAM : ABC CLG FTBL L<											
CON COM1: ABC CLG FTBL L<											
6		800P-1130P	30		\$4,500.00	10/6	10/6	2	2	SAT	2
PROGRAM : SAT NT FTB-ABC<											
CON COM1: SAT NT FTB-ABC<											
7		700A-900A	30		\$2,200.00	10/4	10/4	1	2	THU	1
PROGRAM : GD MRN AMR-ABC											
CON COM1: GD MRN AMR-ABC											
8		1000P-1100P	30		\$9,000.00	10/2	10/2	1	1	TUE	1
PROGRAM : PRIVATE PRACTICEEFF:FALL'12											
CON COM1: PRIVATE PRACTICEEFF:FALL'12											
9		700A-900A	30		\$2,200.00	10/2	10/2	1	1	TUE	1
PROGRAM : GD MRN AMR-ABC											
CON COM1: GD MRN AMR-ABC											
10		700A-900A	30		\$2,200.00	10/3	10/3	1	1	WED	1
PROGRAM : GD MRN AMR-ABC											
CON COM1: GD MRN AMR-ABC											

OCT/12 49600.00

CONTRACT TOTAL 49600.00

TOTAL SPOTS 13

REP HEADLINE# 6307170
*** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

SEP6/12 19.19
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	:	:	:	:	:	:

MARKET TOTALS \$134,054 WSOC 37% WBTV 30% WCNC 15% WCCB 14% WJZY 1% WMYT 2% WAXN 1%

CABL 0%

SVC- NSI
DEMOS- RA35+*